

WHAT IS CLAIMED IS:

1. A method for providing rewards to a user who reviews an advertiser's web site in response to clicking a banner advertisement, comprising the steps of:

providing banner advertisements for a first group of a  
5 plurality of advertisers on a plurality of websites of a second group;

linking said banner advertisements to respective  
websites of said first group of advertisers so that  
clicking on a banner advertisement by a user will bring the  
10 user to a respective website of said first group of  
advertisers; and

providing rewards to the user for each banner  
advertisement clicked on by the user.

2. The method according to claim 1, further comprising the step of bringing the user to a central website responsible for providing the rewards, between the steps of linking and providing rewards.

3. The method according to claim 2, wherein said step of providing rewards includes the steps of:

determining at the central website if the user is a registered user; and

5 providing said rewards to the user for each banner advertisement clicked on by the user only if the user is a registered user.

4. The method according to claim 3, wherein said step of providing said rewards to the user for each banner advertisement clicked on by the user only if the user is a registered user includes the further steps of:

5 determining if the user has previously clicked on the same banner advertisement; and

preventing an award of said rewards to the user if the user has previously clicked on the same banner advertisement.

5. The method according to claim 4, further including the step of providing a message to the user, if the user clicks on a banner advertisement that had previously clicked on by the user, which informs the user that no rewards will be  
5 awarded to the user.

6. The method according to claim 3, wherein said step of determining at the central website if the user is a

registered user, includes at least one of the following steps:

- 5           checking a hard drive of a computer that the user is presently using for a cookie corresponding to the central website and which designates the user as a registered user; and

- checking at least one of a password and user name of  
10 the user against a list of passwords and user names at the central website.

7.    The method according to claim 3, wherein said step of providing rewards includes the steps of:

            permitting the user at the central website to register if the user is not a registered user; and

- 5           thereafter providing said rewards to the user for each banner advertisement clicked on by the user.

8.    The method according to claim 7, further comprising the step of placing a cookie in a user's computer hard drive after the user has registered.

9.    The method according to claim 1, wherein said step of providing rewards includes the steps of:

            determining if the user is a registered user; and

providing said rewards to the user for each banner  
 5 advertisement clicked on by the user only if the user is a  
 registered user.

10. The method according to claim 1, further comprising  
 the step of providing confirmation to the user at a  
 computer then being used by the user, that the rewards have  
 been credited to an account of the user.

11. The method according to claim 1, further comprising  
 the step of permitting a user to access an account of  
 rewards of the user via a computer of the user.

12. The method according to claim 1, wherein the rewards  
 comprise airline reward miles or incentive bonus points.

13. A method for providing rewards to a user who reviews  
 an advertiser's web site in response to clicking a banner  
 advertisement, comprising the steps of:

providing banner advertisements for a first group of a  
 5 plurality of advertisers on a plurality of websites of a  
 second group;

linking the banner advertisements to respective  
 websites of the first group of advertisers;

bringing the user to a central website responsible for  
10 providing the rewards when the user clicks on a banner  
advertisement;

determining at the central website if the user is a  
registered user;

permitting the user to register at the central website  
15 if the user is not a registered user;

providing the rewards to each registered user for each  
new banner advertisement clicked on by the user; and

bringing the user to the respective website of the  
first group of advertisers.

14. The method according to claim 13, further including  
the step of providing a message to the user, if the user  
clicks on a banner advertisement that had previously  
clicked on by the user, which informs the user that no  
5 rewards will be awarded to the user.

15. The method according to claim 13, wherein said step  
of determining at the central website if the user is a  
registered user, includes at least one of the following  
steps:

5 checking a memory of a computer that the user is  
presently using for a cookie corresponding to the central

website and which designates the user as a registered user;  
and

checking at least one of a password and user name of  
10 the user against a list of passwords and user names at the  
central website.

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